

INSULAR LIFE: PUTTING PREMIUM ON MATERNITY CARE AND EMPLOYEE HEALTH

PBCWE Member since: 2019



700+



36%



64%

Challenge

Before the 1980s, Insular Life (InLife) was composed of a workforce that was predominantly male. To attract and retain more female workers, it has introduced improvements to its company health plan over the years, particularly in maternity care.

Strategy

Parenthood can bring about feelings of uneasiness and anxiety in employees that may not be financially prepared to manage the health-related costs of pregnancy and childbirth. Understanding the stress that this situation can bring, InLife has institutionalized a group health and hospitalization plan with comprehensive maternity coverage and benefits for employees and their dependents. The company sought to create a more family-oriented benefits package as a strategy to draw in more women.

Actions

InLife covers 100% of the total insurance premium cost for employees and gives them the option to pay for coverage of dependents. For childbirth or delivery coverage, InLife shoulders 80% of insurance, while the remaining 20% is shouldered by the employee. This applies to both female employees (whether single or married) and spouses of male employees. Although the plan is geared towards confinement and hospitalization, even expenses for services availed outside a hospital can be covered under the InLife family medical allowance or medical loan application. The company regularly consults employees on what enhancements can be made to the plan. Recently, it added more outpatient services, diagnostic tests, and mental health consultations.

Outcomes

Today, 64% of InLife employees are female – a reversal of the distribution before the 1980s. Data from 2016 to 2020 show that over 150 persons (a mix of employees and dependents) have availed of maternity benefits valued at almost PHP 15 million or roughly USD 300,000. Even if the benefits have no strings attached, 85% of employees availing from that period remain with InLife until today. More notably, the number of female employees who resigned during the same period was less than 20 – another sign that InLife is doing something right in terms of its retention strategy.

Employee Experience

As more companies realize the value of investing in employee health especially during the pandemic, what sets InLife apart is its commitment to give employees and their families, a sense of security through its comprehensive maternity benefit policy.



"The health plan is one of the reasons why I stayed in InLife. The company is focused on the family as a whole, not just the employee. I feel secure and at ease because I know that the company can cover expenses if any of my dependents require hospitalization,"

says Jojo, InLife data analyst and father of three.